

THE BLAIRMORE ENTERPRISE

VOL. XXIX, NO. 30.

THE BLAIRMORE ENTERPRISE, FRIDAY, JULY 29, 1938.

\$2.00 PER ANNUM

LETTER FROM SCOTLAND

KEEP COOL WITH
THERMOS
The Ideal Summer Beverage and
Lunch Container

COLORFUL SUPER THERMOS
BOTTLE, fully guranteed **\$1.00**
teed, 15-oz size

STRONG GLASS THERMOS BOT-
TLE, will keep cold for three days
hot for 24 hours **\$1.38**
16-oz size

LUNCH KITS. Buy Thermos for
Super Service, fitted with strong
glass bottle **2.25**
Complete

PICTIC JUGS for Fishing or fam-
ily Picnics. Rigid construction,
guaranteed to keep liquids or sol-
ids hot or cold, fitted with large
and easy accessible opening, heavy
base handle **1.25**
1-Gallon Size

HOME BUILDERS'
HARDWARE CO.
R. N. Barnhill, Manager
BLAIRMORE ALBERTA

ALL-EXPENSE TOUR, WINNIPEG TO CHURCHILL AND FLIN FLO

Winnipeg, July 25.—The sixth annual excursion to Canada's youngest port on the Hudson Bay will leave Winnipeg, Manitoba, on August 12th for Churchill, the most northerly point reached by rail in Canada, and terminus of the Hudson Bay Rail-way.

One of the most unique rail trips of the summer, this all-expense-included excursion, will afford an opportunity to visit points of unusual interest, as stops will be made at Dauphin, Manitoba, for a motor trip to Riding Mountain Park; also at The Pas; Flin Flon, Manitoba's largest mining centre, with one of the most modern mining plants on the continent; Manitou Rapids and Kettle Rapids, to finally reach the port of Churchill near the Arctic.

Six days will be occupied covering the round-trip journey of 2,200 miles, and in order to provide adequate accommodation enroute, and at the northern terminus, passengers will sleep and eat on the train during the full journey.

c/o Runciman,
7 Leefield Drive,
Netherlee, Glasgow, S. 4,
Bonnie Scotland.

Dear Fre'n,
I doot ye widna' ken me noo that I've come ta Scotland. What wi' the caller air and the caller Herrin' and the Parrtich, I'm another person a' together.

I'm in grand speerits I can tell ye, and if I wasn't—Losh! I ken fine whaur to lay my hands on some o' the Ward's best!

Ye'll notice I've acquired a wee bit o' the Scotch manner o' speakin', It's been a fair trial, and at the first gae aff I thoich'd I'd get lockjaw, but I can say Eeclefechan and Auchtermuichy wi' the best o' them noo, and dinna ca' a Loch a Lock ony mair, likeither silly bodies in the South.

I've drawn a wee picture o' myself at the side. The kit's a grand dress tae, show aff the figure o' a man, ye'll admit, and I can tell ye that the Scotch lasses are no' behindhand in takin' notice o' me.

I's lang since I had a scrap o' the pen frae ye. Pit yer hand in yer pooch and buy yerself a stamp and let's hear frae ye. I ken noo that the Scotch lads wear the kit. They dinna ha' pooches.

Wi' a' ma best regair-r'ds, yours,
JOHN KERR.

NOTE—Mr. Kerr, with his daughter Mary, left Passavant several months ago to sojourn in the old land, and hope to return to Canada shortly.

Deer flies are prevalent throughout the foothills country of southern Alberta, and it is feared are feeding on rabbits, suffering from tauremia, a comparatively rare disease. A warning has been issued to "beware of deer flies." A 17-year-old Cardston lad, Douglas Shaw, died recently, believed to have been a victim of tauremia. He was bitten on the chin by an insect believed to have been a deer fly five days before his death.

UNITED CHURCH GENERAL COUNCIL TO MEET SEPT. 21

Toronto, July 25.—For the second time since the consummation of union in 1925 of the general council of the United Church of Canada, the representative governing body of that Communion will meet in Toronto on September 21st. In view of that event, the following brief facts should be of interest to Canadians at this time:

The United Church of Canada was inaugurated on June 10th, 1925, by the union of the Congregational, Methodist and Presbyterian churches.

The membership in full communion is 698,785. The families number 461,173. Persons under pastoral oversight number 1,729,145. There are 5,865 Sunday schools in the United church, with a total membership of 688,256, including teachers and officers.

The United church maintains 1,272 missionary workers in 995 home mission fields in Canada and Newfoundland. There are 272 missionaries under the board of foreign missions at work in eight foreign fields in Africa, Japan, China, India, Korea and Trinidad. The Women's Missionary Society supports 350 missionaries in home and foreign fields.

Theological education is conducted in eight colleges, where 385 candidates for the ministry are enrolled; and three universities, with arts faculties. The church sponsors 11 secondary schools. The total enrolment in these institutions is 5,929.

The character and history of the United Church of Canada make it natural for it to be interested in all attempts to foster unity among Christian bodies. It has been concerned in the formation of a world council of churches, which was one of the most important achievements arising out of the Edinburgh and Oxford conferences. For many years the United church has extended cooperation to sister communions in the fields of social and moral reform, missions, preservation of the Lord's day and relief.

OUTWARD MOVEMENT OF CANADIAN CARS

Federal department returns from ports and outports show Canadian automobile traffic outward during April exceeded that of April, 1937, by 14,595 cars. The increase for the four months' period, January 1 to April 30, 1938, over the corresponding months of 1937 being 17,947 cars. By provinces the total for April, 1938, was made up as follows: Ontario 23,266, British Columbia 19,574, Quebec 8,610, Manitoba 1,035, New Brunswick 950, Saskatchewan 667, Alberta 2,06, Nova Scotia 8.

Points showing the largest exodus of Canadian cars during April were: Pacific highway 8,828, Niagara Falls 7,156, Fort Erie 6,382, Windsor, Ontario, 5,171; Lacolle, Quebec, 3,446; Huntingdon, B.C., 2,560; Boundary Bay, B.C., 1,687; Aldergrove, B.C., 1,487; Phillipsburg, Quebec, 1,436; Douglas, B.C., 1,402; Sarnia, Ontario, 1,363; Osoyoos, B.C., 1,209.

Canadian cars outward under touring permit during May numbered 71,613, of which total Ontario cleared 27,194, British Columbia 23,610, Quebec 16,326, Manitoba 1,836, New Brunswick 1,262, Saskatchewan 1,017, Alberta 335 and Nova Scotia 10. During May, 1937, Canadian cars outward under touring permit numbered 85,515.

J. Angus MacDonald will complete a two weeks' annual vacation this week end.

Misses Bessie and Mildred Passmore are down from Cranbrook on a visit to their parents.

Mr. and Mrs. Finlay McLaren returned the early part of the week from a holiday spent in Vancouver.

The Nu-Way Cafe

NOW UNDER NEW MANAGEMENT

Two Doors East of Orpheum Theatre
BLAIRMORE

Your Patronage of a High-Class Cafe
Urgently Solicited

Carl Hansen, Manager

Buy a Meal Ticket

Our Week-End Cash Specials

Spring Chickens	Lb 28c
Tender Beef Shoulder Roast	Lb 10c
Round Steak	Lb 15c
Sirloin or T-Bone	Lb 18c
Hamburger	3 Lb 25c
Boiling Beef	3 Lb 25c
Veal Shoulder	Lb 10c
Veal Chops	Lb 15c
Veal Leg Roast	Lb 20c
Mutton Chops	Lb 15c
Mutton Leg	Lb 20c
Weiners	2 Lb 35c
Pork Sausage	2 Lb 35c
Garlic Sausage	5 Lb 60c
Home Cured Pork	Lb 25c
Smoked Spare Ribs	Lb 15c
Cheese	Lb 25c
Lemons	1 Doz 25c
Bananas	Lb 10c
Pickles	Half-Gallon Jar 50c

ALL CHOICE QUALITY MEATS ONLY

Fresh Lamb - Chicken - Lard - Butter

Fresh Fish Direct from Vancouver every Thursday.

CENTRAL MEAT MARKET

Phone 224

V. KREIVSKY, Prop.

P. O. Box 32

ATTENTION! SPORTS FANS!

A meeting of the Executive and Members of the Blairstown Community Sports Association will be held in the Arena on Monday, August 1st, at 7:30 p.m. Business, arena repairs. Extensive repairs are required to put the arena in shape for winter sports. Therefore, it is expected that every member of the Blairstown Community Sports Association will pay in their fees to date.

It will pay you to pay up now, if you wish to take advantage of membership privileges during the coming winter, otherwise you will be charged non-member rates.

The Pincher Creek Echo has just completed its twenty-eighth year. It was founded by the late E. T. Saunders in August, 1900.

A car belonging to A. J. Flock was stolen from in front of his residence at Lethbridge, on Saturday, and was later recovered near Grassy Lake.

All farmers in the Castle River and Beaver Mines districts took Wednesday as a "civil" holiday, to attend the Castle River Club stampede.

A church-item in a would-be newspaper (typewritten sheet) contained a sentence to this effect: "A welcome is extended to those not affiliated with other churches."

An American tourist was robbed of \$454 cash while a guest at a Calgary hotel. An unknown individual had entered his room about two hours after he had retired.

You notice from correspondence read at Bible Institute services at Calgary on Sundays that Mr. Aberhart's friends appear to be far away where they have no chance of knowing him. He cannot boast of many friends in Alberta right now!

Mr. and Mrs. J. J. Murray and daughters Margaret and Beth returned recently from a visit to Moncton and Charlottetown. Margaret continued on to Edmonton, where she is a nurse at the Royal Alexandra hospital.

Complete government ownership of the Bank of Canada will be effected August 15th, when the treasury will buy in 100,000 outstanding shares at a price of \$50.20. The shares were originally issued at the par value of \$50.00.

Miss Mae Powell, of Olds (formerly of the Coleman high school staff), and Miss B. C. Sellen, of Hillcrest, left last week by motor for Vancouver, from which point they will sail for Alaska points. Returning, the balance of their holiday will be spent in Victoria.

The following pupils of Mrs. R. Upton, Bellevue, were successful in passing the Toronto Conservatory of Music examinations in piano: Elaine Korman, Titano Rizzio and Pat Emerson, of Coleman, and Lily Gedgett, of Bellevue, the former with first-class honors.

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DISILLUSIONMENT

A. J. Hooke, M.L.A. for the Red Deer constituency, was howled down at a meeting he attempted to address on Friday night. Mr. Hooke will no doubt remember the scene of triumph which rang through his constituency less than three years ago upon the occasion of the election and, like Premier William Aberhart and Manning, he may think back regretfully to the good old days when every Social Credit campaigner wore the costume of some crusading knight.

One of our major disagreements with the Alberta Social Credit League is, and has been, that it has consistently made promises which it could not fulfill. It is one thing to arouse the people to an old line party out of office on the bare statement that Social Credit will forthwith pay each and everyone \$20 per month, but unless that promise can be implemented, those making the promise must be prepared for a violent reaction.—Drumheller Plaindealer.

THREE LEAVES FOR POISON

Health authorities state that in many parts of Canada ivy poisoning is common. In those sections where it does occur, hikers should avoid touching poison ivy, poison sumac or anything resembling them. They should not walk through underbrush or let their clothing come in contact with any three-leafed vine.

Poison ivy, which sprouts over so much of the countryside, is also known as poison oak, poison vine and poison creeper. It can be recognized by its leaf, which is divided into three leaflets. Its flower is a small, greenish one and its fruit male green during the early part of summer. After ripening, the fruit turns ivory, white. The Virginia creeper, which is also very common, is not poisonous. It is distinguished by having five leaflets.

Far less common, but just as poisonous, is a large shrub known as poison sumac, poison elder and poison ash. Its bark is light gray, its leaves compound, from seven to fourteen inches long.

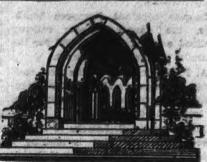
Persons who come in contact with poison ivy are likely to find a peculiar inflammation of the skin break out at the point of contact with the ivy a few hours afterwards. Sometimes there is a slight redness and itching; with others, large swellings with extensive blisters, accompanied by a severe burning sensation.

When poison ivy or poison sumac has been accidentally touched, the hands should be immediately washed with coal oil, alcohol or non-ethyl gasoline. If unable to obtain any of these at once, washing with strong soap is recommended. As cold creams and ointments may dissolve and spread the poison, they should not be used.—Ex.

Coleman is enjoying a paint-up fever. Already about half the business houses have been touched up and are looking somewhat attractive. The many colors used will cause a tourist's eyes to dazzle as he enters the street. Many homes are also being attended to.

Mrs. H. Woodiwiss, of Matlock, Derbyshire, England, who has been visiting at the home of her son-in-law and daughter, Mr. and Mrs. S. J. Tucker, at Bellevue, left on Saturday's train for Montreal. Enroute she was to visit friends in Winnipeg for three days.

Mr. and Mrs. Pulleyblank, of Calgary, motored to town over the week end. From here they continued on to Waterton Lakes on Monday, accompanied by their son, Bobby, and Duncan Larbalester, with whom the latter had been visiting. Mrs. Larbalester, in the meantime is a visitor with friends in Regina.



"Save the Church that the Church
May Serve You."

CENTRAL UNITED CHURCH
BLAIRMORE
Rev. E. B. Arrol, B.A., Minister

11 a.m.—Senior and junior Sunday school.

7:30 p.m.—Public Worship.

Wednesday at 8 p.m.—Prayer Service.

ST. LUKE'S CHURCH NOTES

Rev. J. R. Hague, Rector

Services Sunday next:

10:00 a.m.—Sunday School.

7:30 p.m.—Evening service.

REGULAR BAPTISTS

Pastor J. W. MacDonald, Minister

In the Union Hall.

Services Sunday next:

11 a.m.—Senior and Junior Sunday school.

7:30 p.m.—Evening service.

Thursday, 7:30 p.m.—Prayer and Bible study.

You are cordially invited to our services.

THE SALVATION ARMY
Captain Hewitt - Coleman, Alberta

Sunday services: Directory class at 10:30 a.m. Sunday school 3 p.m. Salvation meeting 7:30 p.m. Come and enjoy an hour in God's house.

Monday at 7 p.m.: Y. P. Legion.

Tuesday, 7 p.m.: Home League, all ladies are heartily invited to attend.

Friday, 7 p.m.: Young people's meeting.

CHURCH OF THE NAZARENE
Main Street West, Coleman

Pastor, Rev. C. Helen Mooshian, B. A.; assistant and organist, Gunnell Berglund. Sunday services—

Sunday school at 11 a.m.

Morning worship at 12 noon.

Evangelistic service at 7:30 p.m.

Tuesdays, 7:30 p.m., Prayer Meeting.

Fridays, 7:30 p.m., Bible Study.

Strangers and visitors always welcome.

MONEY INFLATION

An order-in-council, bearing date of the 30th ultimo, has been passed at Ottawa, following which His Excellency the Governor-General has been pleased to order and direct that the copper coins of the Bank of Montreal, Bank of Canada, Quebec Bank and Banque du Peuple, which are now current at the rates of half-penny and a penny old currency, shall be received at one and two cents respectively by the several departments of the government on and after October 1st next. Also, the term "bushel" is to be dropped, and instead the term "cwt" used in measurement. The term "M. cubic in." is intended to express 1000 cubic inches, which is, as nearly as may be, one-fifth part of a measure of capacity that will hold 100 pounds weight of average barley.—Sixty-eight Years Ago.

What's a matter? We did not see Aberhart quoted among the "Wise Sayings of The Week" in the daily and weekly press.

Every weekly press editor in Alberta made it a point last week to see that copies of their publications were mailed to Premier Aberhart at Vancouver—just so he'd know we were still living in the absence of dividends.

WORLD HAPPENINGS
BRIEFLY TOLD

A university president was chosen to head the British Broadcasting Corporation.

Despite constant Japanese bombings, the Canton-Hankow railway realized a profit of \$4,000,000 for the financial year ending June 30.

A. F. Patrick, one of the first residents of Calgary and the oldest practicing surveyor in the Dominion, was 90 years old on July 18.

Miss Majorie S. Lettch, of Johannesburg, South Africa, is making a tour of Canada and the United States to study Canadian and American architecture.

Remodeling of hundreds of grain elevators in the west closed during drouth years is now under way to handle the 1938 crop, grain men stated.

Constable E. R. S. Pink of the Royal Canadian Mounted Police, Ottawa, suffered a fractured skull when the motorcycle he was driving collided with an automobile.

Adelard Godkitch, leader of the provincial Liberal party, announced sweeping plans for reorganization of the Liberal political organization in Quebec.

Auxiliary armament plants designed to supplement the output of government munition factories in case of an emergency are to be established in South Australia, Defence Minister H. V. C. Thorby announced.

Descazeado volcano, 12,750 feet above sea level on the frontier between Argentina and Chile, erupted recently, pouring forth ashes and causing persons living in the vicinity to flee. The volcano had been comparatively quiet since 1932.

Old Timers Believe Story

That Satan's Footprints Are On Island Off Nova Scotia

About three miles off the eastern coast of Nova Scotia is a small island, known as White Head Light, where Satan is supposed to have walked, according to this story by Anne Loney.

Old-timers do not take kindly to your doubting their story and will promptly offer to show you their footprints in order to prove their statement. Some will tell you that Captain Kidd buried his loot here and that the devil is guarding it; others, that a sailor murdered two children and disposed of their bodies on this spot, while still others claim it is the place where many scenes of mystery, piracy and bloodshed were enacted.

Why they exaggerate there is no doubt about the footprints. I have seen them myself. They appear to be those of someone who walked out of the woods across the rocks and into a clump of bushes. Those of one foot are clear and defined, while those of the other are round and deformed the latter according to the story-tellers, being positive proof that they are those of the devil, for he not one good foot and one cloven hoof?

Makes Journey Pleasant

If Motorist Has Sense Of Humor And Uses It

The correspondent of Highways Bulletin says if you are one of the many to whom driving is no longer a pleasure, here is a hint that may be helpful. Next time you start out on a trip, take that chip off your shoulder! And take your sense of humor along. Promise yourself that you won't let little things distract you, and set what happens. If someone attempts to steal your right of way, let him have it. Don't yell at him, but smile instead. Be indulgent, as you would be with the small boy who reaches for the largest piece of cake on the plate. A safe journey—a surprisingly pleasant journey—will be your reward.

For Quicker Diagnosis

X-Ray Motion Pictures Would Be Invaluable To Doctors

X-ray motion pictures transmitted by wire for quick consultation by distant diagnosticians were forecast by Dr. Leo G. Ringer, professor of radiology at the University of Minnesota. He said that when the X-ray motion picture becomes a reality a specialist a thousand miles away could sit in his office and watch our heart beat.

The Hymn Said So

After the early morning services the sexton found a lady's wrist watch at the Church of England in Bridgetown, Barbados. The parson announced the discovery at the following service and said that the owner could have the watch by applying at the vestry. He thereupon announced Hymn 362: "Lord, Her Watch Thy Church Is Keeping."

2265

Good Place To Live

Small Town Now Has Many Advantages Over City

Publicist Roger Bahson got his name spread across the newspapers of the continent the other day by advising university graduates not to get married hastily but to get a job in a small town and to put their savings into a small farm. "Your real hope," he said, "is in getting a small business of your own. Try to get a job in a small town."

Henry Ford is equally enthusiastic about the small town as a place to work and live. His spokesman, W. J. Cameron, made some pertinent remarks about the matter not many weeks ago. "Nowadays," he said, "men can't afford to go to the city for a career. Big things can be done in smaller places. In the small villages are even coming to be preferred for many types of enterprise."

The small town has always been a good place to live. To-day, any disadvantages it may have had as to distance or isolation have disappeared. Traditional sentiments of friendliness, freedom and fresh air have been enhanced by most of the amenities of "city" life.—Financial Post.

Guide For Better Picnics

Ohio Y.M.C.A. Issues A 14-Page Book Of Rules

Particular picnic planning is now the thing. The Akron (Ohio) Y.M.C.A. has taken up the matter, opening the first Picnic Institute, with a 14-page manual issued for the guidance of those who are impressed by the teachings of the Institute.

The manual declares that in talking picnic the plan must be submitted to the following list:

1. Is the picnic built with the group or just for them?
2. Does it afford wholesome pleasure and enjoyment?
3. Does it afford opportunity for natural expression of the group?
4. Will the results justify the time, money, and energy expended?

Even the choosing of a place to go must be carefully thought out before hand, according to the new rules. "In choosing the picnic site, be sure of the following," says the manual:

1. Woods enough for shade.
2. Dry and well drained.
3. A level open space large enough for games and activity.
4. Good drinking water available.
5. A shelter in case of rain.

FOR A YOUNGER, SLIMMER LOOK



By Anne Adams

Fashion magic for the figure that requires slenderizing lines—that's what Anne Adams Pattern 4850 offers. Everything about it is superbly fitted and tailored. The full sleeves make the shoulders seem wider, while the gored hips (in contrast) appear so much slimmer. The deep set sections end in the most distinctive manner and are in lovely harmony with the new rounded neckline. You have choice of three sleeves: two short styles for now, and one long sleeve for the coming fall. Even if you've never sewed before, you'll find this pattern easy to use, sure to fit—with the illustrated Sewing Instructor to help you. Buy a fabric and fit it with buttons, flowers or a bow.

Pattern 4850 is available in women's sizes 36, 38, 40, 42, 44 and 46. It takes 3 1/2 yards of 56 inch fabric.

Send twenty cents (20c) in coins (stamps cannot be accepted) for this pattern and a copy of "Winnipeg Style Name, Address and Style Number" and send order to the Anne Adams Pattern Dept., Winnipeg Newsagents Union, 175 McDermot Ave. E., Winnipeg.

R. K. McINTOSH NOW CHAIRMAN OF BOARD OF GENERAL FOODS LIMITED



R. T. MOHAN



R. K. McINTOSH

R. K. McIntosh, who for a number of years has been Vice-President and General Manager of General Foods Limited, has been elected to the office of Chairman of the Board of General Foods Limited, in which position he will operate in an advisory capacity to his successor, R. T. Mohan, who has been elected Vice-President and General Manager of General Foods Limited.

In retiring from active management of the Company, Mr. McIntosh has elected to take advantage of the corporation's retirement plan. The management of General Foods has requested Mr. McIntosh to continue in an advisory capacity to the management of General Foods Limited.

Mr. Mohan has been Managing Director of Douglas-Fetcil Limited, at Cobourg, and in charge of production of the company's Montreal plant which produces Walter Baker Chocolate and Cocoa, Franklin Baker Confection, Maxwell House and Sanka Coffee, Minute Tapica and Jell-O.

He is also a director of Douglas-Fetcil Limited and Grape-Nuts Company Limited, both of London, England.

In addition to his present responsibilities, Mr. Mohan will take up his new duties as rapidly as possible.

Mr. Mohan is a graduate of McGill and Queen's Universities, and has had a number of years' experience in food production and sales.

Under Mr. McIntosh's leadership, the sales of the company during 1937 were the largest in its history, while the sales in the first six months of 1938 exceeded the same period last year.

By the end of 1938, Mr. McIntosh will have completed 40 years in the food industry. He joined P. McIntosh and Son in 1896. This firm, which was formed by his grandfather and father in 1876, was the first to put packaged cereals on the Canadian market. McIntosh joined the Canadian Postum Company, the predecessor of General Foods, in 1920.

That man of humanity profusely mixed of good and evil, of generous and mutinous, of the passion for the future of mankind with a variety of sins, marmot and sennit, high judgment, recklessness, indolence, chivalry, savagery, soldiery, fragrantness, was he! He per-

sonified the vices of the world, was a strong man that fell. His end was a derision because the animal in him made wreck of a splendid intelligence. (Merle Oberon)

"For us is not in the shaven head; it is in the craven heart, in the man who, set aside by his parents to God, has seen his way to obtain his own, has forgotten his mother's prayer and all the consecration of his life, and has made temptation his comrade and played with moral defeat" (Glen Akins)

In a letter signed by Chief Walking Eagle, it is urged His Majesty carry out the promise of the "great and glorious" peace.

"The Stoney Indians on the Kootenay plains, 75 miles west of Rocky Mountain House, have been forwarded to London.

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Office of Publication
BLAIRMORE, ALBERTA

Subscription, to all parts of the Dominion, \$2.00 per annum; United States and Great Britain, \$6.00; Foreign, \$3.00, postage extra. Business rates, 15c per line.

Legal notices, 15c per line for first insertion; 12c per line for each subsequent insertion.

Display advertising rates on application.

W. J. BARTLETT, PUBLISHER

Blairmore, Alta., Fri., July 29, 1938

DRIVERS — OR DRIVEN?

We still have to learn how to live with the automobile. Both as pedestrians and drivers, we are much at the mercy of other drivers. At the wheel, we are also at the mercy of ourselves, when our driving skill is inadequate. And in a sense, we are at the mercy of the machine.

For one thing, many modern motor cars can go faster than many modern drivers can think—or act. "Cannonball" Baker, professional record-smasher, who has driven over three million miles, often at forced speeds, and who has had only one accident, and that when his own car was standing still, says: "The average man's reflexes are not fast enough to handle the top speeds of today's automobiles."

Each driver has a "safe" speed. It is a balance of his personal reflexes against his car's speed. It is a speed that is right for him, given his physiological and mental make-up. For some exceptional drivers this "safe" speed may be high, but for many it is certainly not more than 40 to 45 miles an hour.

But the campaign for highway safety—while it focuses chiefly on eliminating auto deaths and maimings, as, patently, it ought to—has other aspects. For instance, had contact on the highways can pump up the blood pressure, perhaps can upset the digestion, and with it, one's peace of mind.

Here is a driver—and where not is he?—who feels that the car ahead, moving a little slower than his own, must be passed at all costs; that the light must be beaten, that any other driver on the road who seems to violate the rules or infringes on his pride, must be disciplined with inner anger and perhaps with downright discourtesy and cursing. Of course, he may cause no accident. He may leave the death and injury toll where he found it. But the resultant turmoil has a price—and he will pay it, in frayed nerves, in an overworked heart.

Yes, we must not only make the highways safe for others, but we must also make them safe for ourselves. We must learn how to drive with serenity. Otherwise we are not driving the car. It is driving us—Rotarian Magazine.

LET THEM PASS

"When a car is passing you, take your foot off the gas. That doubles his speed and gets him past quicker."

This suggestion was made in a letter to the editor of the Chico Record and it appealed to him to make the following comment, which is well worth passing along:

"Many of the worst accidents have come from drivers making it harder for cars behind to pass them, instead of making it easier."

"Often the situation develops into a race, with both cars going faster and faster. Then tragedy is imminent at a turn in the road, the approach of another car or the sudden appearance of a steep hill ahead—and possibly cars coming up."

"It used to be regarded, in the early days of motoring, as legitimate sport to try and beat the other car. That notion has largely vanished, since almost every car now will go faster than anybody has any business going and everybody knows it. If

Canadian Winter Eggs Please British Housewives



A new branch of Canadian commerce has been established in the shipping of winter-produced eggs to Great Britain, a move officially inaugurated January 18 when the Canadian Pacific freighter Beaverbrae sailed from Saint John with the first carload of Canadian bacon. The ship Beaverbrae carried a sample shipment overseas, the first Canadian winter-produced eggs ever sent to Great Britain. Up till then only "storage eggs"

had been shipped. England is receiving her fresh eggs from Continental countries. Canadian government officials stressed the importance of a solid boost to Canadian product above the standard of Australian eggs and bring them into competition with poultry products from Denmark, drawing better prices for Canadian farmers.

Photos above show: Department of Agriculture "light-box" test for freshness after which

each egg is individually stamped "Canada"; unloading eggs from Canadian Pacific Express delivery truck; the Beaverbrae sailing from Saint John with the first shipment and the smiling British housewife who won distinction as being the first user of the Canadian fresh eggs. Below is the first order of her package of "frisk". She said: "They're delicious; much better than the foreign imported eggs. With Canadian bacon they form a wonderful meal!"

NEWS FROM EDMONTON

(by T. B. Windross)

Edmonton, July 25.—Alberta had some enlightenment on the political opportunists who are behind the government of this province, when the business of Major C. H. Douglas in London came into the limelight.

It was divulged as the result of a small riot in London, when John Hargrave, leader of the British Social Credit political organization, denounced and renounced Major Douglas at a meeting. Police were called to quell fighting between factions, so the fight for the profitable leadership of the organization known as "Social Credit" became public knowledge.

Hargrave, who was in Alberta in the winter of 1936-37 as a "Social Credit expert," but who broke with the government, succeeded in cutting Douglas out of the British party. He claims to have 10,000 members and 100,000 adherents.

Hargrave's party denounced Douglas because Douglas had done nothing about implementing his Social Credit theories in Alberta after the way had been paved for him. But it would not do to let the British members think that the cause was waning for all that, so they were informed that the Saskatchewan election was "an unprecedented triumph for Social Credit." Actually, as the people in Canada know, the Social Credit party was crushed by the Saskatchewan electorate; only two of the forty candidates carrying the party's name were elected, and those two by the narrowest margins. At London, at the meeting, both Major Douglas and G. F. Powell were present, and although it was called to welcome Powell back home, he was not allowed to speak.

Douglas replied to Hargrave the next day; he said that there never has been a Social Credit government in Alberta, but that after Aberhart's party was elected there was "a financial dictatorship working through an increasingly repressive premier."

To explain why his Social Credit promises have not been kept, Douglas said: "There is now a social democratic administration in Alberta, with Mr. Aberhart as chief executive, which cannot govern, because it is not allowed to govern."

Inasmuch as the Alberta government still takes as instructions whatever advice Douglas can contrive to hand over, through his nominee here, L. D. Byrne, observers in Edmonton consider that Douglas had put the real government on a spot; and neither Byrne nor Social Credit Board Chairman G. L. MacLachlan, nor Act-

ing Premier Solon Low, nor any other minister had a word to say regarding Douglas' statement.

None of them had anything to say about Hargrave's statement, either, except Low. He blamed newspapers for paying any attention to the story of the British Social Credit party's break with Douglas, and considered it very mysterious and very significant that newspaper men in London should have heard about the riot at all.

The whole thing was of no importance, anyway, he said, since Douglas had previously repudiated Hargrave.

Action of the Social Credit group at Leduc last week in threatening the editor of the Leduc Representative with "such further action as might become necessary" if he does not stop printing news stories from Edmonton that do not defend the present government, was regarded with interest in many parts of the province. There was warm commendation, too, for the eloquent reply from the editor, A. B. Ennis. He published the text of the Social Credit group's resolution, and besides it he published another of the series of news stories about which the group had complained. There were "over 35" Social Crediters at the meeting—and there are almost 6,000 electors in the Leduc riding.

There was little indication of any

new master-mind work around the legislative buildings last week. Byrne, MacLachlan and the other members of the Social Credit board are likely to be pressed by the caucus next session, and by the whole legislature, about what they have been doing to earn the substantial salaries and allowances they are drawing from the public treasury all this time, and there are indications that they are trying hard to fix up some idea which will work long enough and well enough to look like progressive action. Some private members of the legislature, who are not members of the Social Credit board, already have complained that efforts are being made to make the "credit union" scheme appear as some sort of Social Credit plan—which it is not—and they fear that if any effort is made to tie up credit unions with a new party issue, there can be nothing but disaster for both—and probably for their own party in the legislature as well.

SUBSCRIBE TODAY!

REDUCTION IN PRICES TO
SAVE CONSUMERS \$5,500,000

On the basis of 1937 quantity consumption, users of petroleum products on the prairies will save \$5,500,000 this year by reason of reduction in prices of light petroleum products, since the Turner Valley was established as an important oil field. With prospects of good crops, there will be even larger savings incident to larger consumption of products.

The saving is even more substantial when one considers that the history of an oil field in the making is frequently one of costly displacement. Adequate transportation facilities have to be provided. Other sources of supply have to be displaced. For instance, a few years ago when the Texas oil field began to develop, there was a ruinous disorder. An important natural resource was wasted. Investors lost heavily and all interests suffered.

In short, contrasted to such economies have been developments in the Turner Valley. Co-operation of producers, pipe lines, railways, and refineries, has resulted in orderly development of the oil products to greater extent consumers, have reaped the benefits. Producers have benefited by a priori for crude oil which has been adequate to encourage further development.

Consumers have benefited by substantially lower prices for petroleum products.

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Consumers have benefited by substantially lower prices for petroleum products.

[Ext.]

Dan Whitney, prominent Calgary hotelman, died yesterday at the age of 62.

ESTABLISHED 1770

BURNETT'S
LONDON DRY

GINS

"just that
much better"

This ad not inserted by the Alberta Liquor Control Board or the Government of the Province of Alberta.

Aberhart: "Now, ladies and gentlemen, I just want to tax your memory."

Audience: "Good heavens! Will it come to that?"

ALBERTA BEER

The finest malt, the greatest care in selecting of hops, combine with the highest brewing skill to achieve that high point of rich, full-bodied goodness found in every bottle of ALBERTA BEER. Prove their superior quality today . . . ORDER A CASE OF ALBERTA BEER.

the BREWING INDUSTRY of ALBERTA

"BEERS THAT ARE BEST"

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

take a
Hint . . .

Cool Off with
the West's
Favorite
Drink.

Call for CALGARY Dry Ginger Ale

The Favorite by
every taste test
Prove its super-
ior quality now!
Cool Off With
"CALGARY"

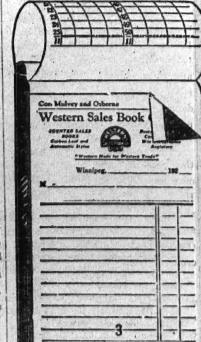
ORDER
A CARTON
TODAY



CALGARY BREWING & MALTING CO. LTD.

Est. 1892

FANTIN & DEZORZI, Agents, BLAIRMORE, Alta.



Agents
The Blairmore Enterprise

Shop Where You Are
Invited to Shop

Every advertisement in this
paper is a printed invitation
to you. Obey that impulse.



An Educational Need

The strength of a nation depends to an incalculable extent upon its educational facilities."

A whole volume—say, many volumes—of wisdom and truth are couched within the foregoing sentence, extract from a brief submitted to the Rowell Commission on Dominion-provincial relations by two professors of the University of Toronto on behalf of the student body of the nation.

The purpose of the brief was to present to the Commission claims of students for the establishment of State scholarships to permit entry to the universities of the country of many who could never afford the opportunity which these institutions yield for broadening the mind and for training for leadership but who, otherwise, are well qualified.

The request for the establishment of such scholarships is based, not so much on the need for training minds which might subsequently be expected to be capable of contributing to technological development, but rather to ensure activity in experts in the field of the social sciences, a sphere of activity in which, it is pointed out, comparatively little research work has been undertaken in Canada and for which no provision has yet been made in the programmes of the National Research Council.

Information supplied the Commission shows that in this respect Canada lags behind the other Dominions as well as other leading countries outside the Commonwealth; that in this country there is no provision for State matriculation scholarships and that the number of awards from private sources is relatively small.

West In The Cold

Moreover, data and statistics contained in the brief demonstrate conclusively that the matter of scholarships available from private sources to the western provinces is discriminated against to an extreme but quite understandable degree. For, to quote the brief, "of 524 matriculation scholarships available annually in this Dominion having an aggregate value of \$108,140, the Province of Ontario receives 288 with an aggregate value of \$76,000, leaving less than half the amount to be distributed in 236 awards in the remaining eight provinces."

As a result some of the brightest minds are directed to the eastern institutions of learning and, again to quote the brief, "thus is the west deprived of the very men who might be expected to contribute most to a solution of her pressing economic, social and political problems."

Because of this situation and because of the inability of the provinces and particularly the western provinces, to finance scholarships to anything like an adequate degree, it is suggested that Federal aid be sought to enable the provinces to finance State scholarships and thus provide at least the means to ensure the education of those who show greatest promise in the field where the west urgently needs assistance—the cultivation of minds capable and fully equipped to solve problems of great magnitude.

Not The Entrance Key

It might be urged in opposition to such a plan that already too many students are being turned out of western universities for whom apparently there is no place in the commercial and economic life of the country under present conditions, but this can at least be partially attributed to the fact that brilliance and ability do not furnish the open sesame to the university classroom.

In too many instances desks in the university classrooms are occupied by students who are sufficiently apt to scrabble through entrance and subsequent tests with a minimum of effort and whose parents furnish the wherewithal simply because it is the thing to do; because a university degree is regarded as a half mark of class distinction, or because it is believed that social or business contacts made there will be of some assistance in later years.

On the other hand many who are mentally equipped to a far greater degree and who could derive a great deal more benefit from a university education are unable to do so because of family poverty or because of their own inability to finance their way through college. Thus there is a real loss not only to the individual and their family but to the community and perhaps the nation. Scholarships, such as those proposed to the Rowell Commission would, to some extent at least, remedy this condition.

Of Further Importance

There is a further thought worthy of consideration when the establishment of state scholarships is under advisement. When it is remembered that the universities are expected to turn out men and women who will, and should be, leaders of opinion in their respective communities and provinces, the necessity of affording every opportunity to youth of brilliant mind, capable of clear and logical thinking, to pursue their studies to a conclusion, is highly important in a country which is only now shaping their future destiny, and in a day and generation when democratic institutions and form of government are threatened by new and untried political and social doctrines.

With a large number of people too inert to do their own thinking and willing to be stampeded in any direction at the behest of gib or oratory, it is highly important that encouragement and stimulus be given to talent wherever it may be found and to give the best brains full opportunity for development in order that leadership in the future may be founded upon experience, logic and sound common sense, if the country is to make progress and the future is to be assured.

Cost Of A Dukedom

It cost \$250 (\$1,750) to give the Duke of Windsor his dukedom. Supplementary civil estimates included an item for stamp duties on "royal warrant, letters patent and the document creating the Dukedom of Windsor."

People are reading fewer but better books than they used to, says a librarian. If they read only the better books they are certainly reading fewer.

Silkworms outgrow their skins four times during their rapid growing period.

No Longer Plentiful

Union leader at Seattle says white collar workers must give up. But where, oh where, have the white collar workers gone? We've just glanced around a roomful of chaps generally supposed to be in that class and could count only two white collars in the lot. The rest were blue, green, tan, gray, polka-dotted and doubtful.

"What's next on the screen?" asks a movie gossip writer. Files, we guess.

Snakes shed their eyelids when they shed their skins.

Canyon Under The Pacific

Is Believed To Contain All Varieties Of Minerals Known

The discovery of phosphorus 1,000 feet under water on a Pacific ocean canyon opens a new world for fortune hunters. The finding was described at the Scripps Institute of Oceanography by Dr. E. F. Shepard, geologist of the University of Illinois.

The fertilizer rock was dredged from the upper walls of the submarine canyon 50 miles off the shore of California. The shape and nature of the rock, he said, was determined by K. O. Emery, who is making a study of the rocks collected from the canyon.

This canyon is one of sources discovered in ocean bottoms by geologists in the last two years. The canyons are in all oceans. They are an exception, however, in that the bottoms are not muddy. Their walls are rocky and the rocks are of all kinds, like those on land.

There is reason to believe that the submerged walls contain all the varieties of minerals known. Some of the canyons are as large as the Grand Canyon of the Colorado River.

The phosphate rock canyon is V-shaped. Its bottom lies half a mile under water. Its sides are from 1,200 to 2,000 feet high. Dr. Shepard's dredge took the samples from a stretch 20 miles long, indicating that the deposit is probably extensive and continuous.

The phosphate was identified as of the Miocene Age. That age ended about 17,000,000 years ago. It is possible, Dr. Shepard said, that phosphate may be forming now in the submarine canyon. From the same area where it was found he brought up fossil bones of an unidentified animal.

The geological prospectors seek to learn the origin of these great chasms in ocean bottoms. They are among the most mystifying discoveries ever made. Their walls range from granite to soft shale. Some of the rocks are volcanic, but most of them are sedimentary, which means they were formed by the weight of huge deposits of earth.

To Guard Switzerland

Little Country Has Devised Unusual Means For Its Defense

Hundreds of little, round metal manholes covers dot the highways and byways of Switzerland near the Confederation frontier with Germany.

They're a key to Switzerland's national defense system.

Outside the highway, the piles of steel rails. Most travelers who see them think they've been left by the roadside to rust by careless railroad workers. Investigation, however, may show one end of the rails has been ground into a sharp point. When Swiss soldiers hold their manuevers on the frontier, however, the secret is out. In the "battle" plan the "war" begins when the hypothetical enemy crosses the frontier.

Sharp sirens scream out in the frontier towns and villages. The troops tumble out of barracks and rush to their defense positions while the villagers and Swiss farmers run to the highways.

Some villagers, using the simple lard lifts all Swiss kitchens have by stoves, raise the little iron manhole covers. Others carry the rails out to the highways.

The little round holes reveal a deep slot with a reinforced concrete base. In the rails with the sharp points pointed toward the frontier at a 45-degree angle. Within less than two minutes after the villagers arrive the road literally blocks with steel rails completely blocking the way of any tanks or motorized units that should come from the frontier.

"Those little round holes in the road," said an officer of the Swiss frontier troops, "mean the minutes, perhaps hours, of delay that may some day save Switzerland."

Making Use Of Drugs

Japanese Trying To Undermine Health Of Chinese In North

War has always brought misery in its train; but there can be nothing so foul as the manner in which the Japanese are now trying to undermine by the use of drugs the health and morals of the inhabitants of the occupied area in the north. China and the world will always remember the stern and effective steps taken by Generalissimo Chiang Kai-Shek to stamp out the drug traffic and will regard the Japanese with loathing for the policy they are now following of encouraging the use of drugs amongst the Chinese and foreigners who are temporarily within their sphere of influence. Hong Kong Press.

Airplanes may replace mule-trains as a means of exporting chicle from dense jungle of northern Guatemala.

Religious Broadcasts

Sunday Afternoon Sermons May Be Started In October

Although the newly-created national advisory council on the broadcasting of religious services includes representatives of the five larger Canadian churches, smaller religious organizations will not be neglected in religious broadcasts, Major Gladstone Murray, general manager of the Canadian Broadcasting Corporation, indicated.

Smaller denominations, including the Salvation Army, Disciples of Christ, Christian Science and Latter Day Saints will be given opportunities to share in the broadcast.

The national council is composed of the following: Rev. Carl V. Farren, Methodist; Rev. Harry Greene, Anglican; Rev. J. E. Ward, Church of England; Rev. J. B. Thompson and Rev. Joseph Wasson, Presbyterian; Mons. Edward M. Brennan and Rev. Charles Lapshier, Roman Catholic; Rev. J. R. Mutchmor and William R. Orr, United church. All are from Toronto. Mr. Ward is chairman and Mr. Mutchmor secretary of the council.

It is proposed to provide two national half-hour religious broadcasts Sunday afternoons and regular half-hour regional broadcasts of religious services Sunday mornings.

The morning broadcasts will be started until January at the earliest but the afternoon broadcasts will likely begin in October.

The corporation has set aside one half-hour, 12:30 to 1 p.m. (M.S.T.), the first half-hour 3:00 to 3:30 p.m. (M.S.T.) for the new broadcasts. The first half-hour has been allotted by the advisory council to the Roman Catholics and the second to the Protestant churches starting as follows: Oct. 2, Baptists; Oct. 9, Church of England; October 16, Presbyterians; Oct. 23, United Church.

Good News For Neighbors

Amateur Pilot Forbidden To Fly His Home-Made Plane

Herman Schapansky, Weatherford, Okla., the butter and egg farmer who pilots his home-made plane to one-point landings on the nose—has been grounded.

He was ordered to stay out of the air because he had no pilot's license.

Neighbor farmers, accustomed to storm cellar when they heard the sputter of Schapansky's motors, breathed a sigh of relief.

Schapansky—who soled and crashed the first time in a junked Jenny biplane with a "model T" motor, after only three flying lessons—said: "I'm a good flier. They don't give an ambitious young man a break in aviation these days. How far do you think the Wright brothers and Lindbergh would have gone if they'd got caught in this red tape?"

He was said most of the time Schapansky flew directly down a highway, so when he crashes he will be in a convenient place where his wife can pick him up.

On his first solo flight, fortified by the lessons he exchanged for chores at an airport, Schapansky said he went up 200 feet, stalled and crashed. Neighbors pulled him from the cockpit bleeding.

Undismayed, Schapansky built more planes. Few of them flew long and crackups became as regular his wife said she stood by a telephone, the family car and trailer waiting nearby, ready to get him and the plane when it plumb down in someone's pasture.

No person ever went up with Herman.

Believe In Miracles

Couple In Ontario Escape Death In Grade Crossing Accident

At least two people in Ontario must believe that miracles still happen, as well as accidents.

Their car stalled on a grade crossing.

A train came along at 80 miles an hour and cut off the front quarter of the car as cleanly as if a giant knife had done it.

They were left seated in the other three-quarters, without a scratch, although suffering from shock.

There's a man and his wife who have something to write home about.

Unfortunately, for most people who drive onto grade crossing, when trains are approaching, there's nothing to write home about except funeral arrangements. — Detroit Free Press.

Sir Henry Morgan, the famous pirate, was knighted by the King of England and made Lieutenant-governor of Jamaica because of his fearless expeditions against the Spanish.

Peter Topp, foreman of the fish traps in Yosemite National Park, eastern California, traps wildcats for a hobby.

In Java, thunderstorms occur on an average of 223 days a year.



GUM-DIPPING is a patented Firestone process not used in any other tire. With it every hundred pounds of cord fabric absorbs eight pounds of rubber and, as a result, every fibre, every cord and every ply in a Firestone tire is coated and insulated with pure rubber to counteract internal heat and friction—the greatest enemy of tire life.

Due to this extra process, Firestone Gum-Dipped Cords have 58% longer flexing life. Yet you do not pay one cent more for this extra value. And you also get 2 Extra Cord Plies under the tread and the Firestone Scientifically Designed Safety Tread.

See the nearest Firestone Dealer today!

Firestone

GUM-DIPPED TIRES

"MOST MILES PER DOLLAR"

SELECTED RECIPES

Interesting Spelling Bee

SALMON MOLD

1 package Lemon Jell-O

1 pint hot water

3 tablespoons vinegar

½ teaspoon salt

1 teaspoon grated horseradish

1 cup cooked salmon

1 cup cooked diced carrots

Dissolve Jell-O in hot water. Add vinegar and ½ teaspoon salt. Pour into a mold. Chill until set. Turn out onto a plate. Add salmon and mix very lightly. When remaining Jell-O is slightly thickened, fold in fish and vegetable mixture. Turn into mold. Unmold and cut in squares. Serve on crisp lettuce, garnish with mayonnaise and sprigs of parsley. Serves 8.

BEEF LUNCHEON SALAD

1 package Lemon Jell-O

1 pint hot water

3 tablespoons vinegar

½ teaspoon salt

1½ cups diced cooked beets

1½ cups shredded cabbage

½ cup diced green peppers

Dice Jell-O in hot water. Add vinegar and ½ teaspoon salt. Chill until slightly thickened. Season beets, cabbage, green pepper and onions with ½ teaspoon salt; add onions to the slightly thickened Jell-O. Turn into individual molds. Chill until firm. Unmold on crisp lettuce. Garnish with mayonnaise and sliced hard-cooked eggs. Serves 6.

DO ALL FARM WORK

Sisters Have Managed For Forty Years Without Help

Miss Mary Williams has died at the Misses Williams' farm near Woodford, England, but her three sisters will continue to run the place without a man to help as the four had done for 40 years. The sisters plow, make hay and run a market garden, and with their men help turn the wheel spin cotton. They also make their own clothes and stockings.

With 75,000 miles of highways, China has only about 50,000 automobiles, according to an official report.



PARA-SANI HEAVY WAXED PAPER

APPLEFORD PAPER PRODUCTS LTD.
WAREHOUSES AT WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

IGHT OF FRANCE IS SHOWN IN BIG MILITARY REVIEW

Paris.—The close co-operation of French and British armed strength was sealed symbolically when 50,000 French fighting men and the newest war machines passed in review before King George VI and the President, Albert Lebrun, of France.

The bonds were further tightened by M. Lebrun's acceptance of the King's invitation to visit Great Britain before his term as president ends, May, 1939. The President and Madame Lebrun will go to London within the first three months of next year.

As a sequel to the military show, Leslie Hore-Belisha, British secretary for war, and the chief of the French general staff, Major-General Marie Gustave Gamelin, will confer and be expected to review Anglo-French co-operation and take further steps to assure effectiveness of the military co-operation plan reached at London in April.

A new spirit of optimism was reflected in quarters close to the foreign office after the impromptu conversations between French and British diplomats.

Foreign Minister Bonnet and Foreign Secretary Viscount Halifax had no formal discussions but were said to have talked several times during the military review at Versailles and on trips to the frontiers.

Both also saw Stephan Osusky, the Czechoslovak minister to Paris, and was reported to have assured him that "the situation in central Europe would develop favorably" with an easing of tension between Germany and Czechoslovakia over the 3,500,000 Germanic minority under the Praha regime.

Poor visibility marred plans for a display of 600 war planes which were to have swept overhead during the morning parade. They took to the sky in mid-afternoon, flying over the Palace of Versailles. The king and president watched from the palace grounds.

After the Versailles' review the Queen and Madame Lebrun joined the children of states for a sumptuous luncheon in the palace.

One hundred and twenty guests were served at a huge table at the Quai d'Orsay. The dinner service was one given to Napoleon and Josephine by the city of Paris. Hon. Philippe Roy, Canadian minister to Paris, and Mme. Roy were among the guests.

French sources looked upon the king's invitation of President Lebrun to London as a most pleasing demonstration of his expressed pleasure over the warm welcome accorded the queen and himself by the government and people of France.

For more than an hour, infantry, cavalry and artillery regiments—the flower of the French army—swung by the red-capped reviewing stand at Versailles to the music of massed military bands.

King George, in the scarlet tunic of a field marshal, and President Albert Lebrun of France reviewed the colorful columns of marching men, totaling 50,000, supported by hundreds of tanks and about 50 aeroplanes.

The King and President Lebrun were taken from the station to the reviewing stand in a bullet-proof automobile flanked by a mounted guard of African Spahis carrying trumpets.

The review assumed particular significance in the light of the conference of Viscount Halifax, British foreign secretary, Premier Daladier of France and Georges Bonnet, French foreign minister.

At this conference France was reported to have sought a British promise to reassert Germany's campaign against Czechoslovakia, as a guarantee of peace.

It was generally considered that the official foreign office communiqué issued after the diplomatic conference meant just what it said—France and Great Britain stood by the general terms of their April agreement to act together to preserve peace and to be ready to fight together if other efforts failed.

Honors Exchanged

Paris.—President Albert Lebrun conferred on Queen Elizabeth the insignia of the Grand Cross of the Legion of Honor and at the same time King George presented to Lebrun the insignia of the Grand Cross of the Order of the Bath. The king already possesses the Grand Cross of the Legion of Honor.

Seize Lottery Cards

Montreal.—Thirty thousand lottery cards were seized by provincial police in a raid on a printing plant.

Attack On Douglas

Social Credit Party in Britain Have Renounced His Leadership

London.—The Social Credit party of Great Britain and Northern Ireland broke with C. H. Douglas, Social Credit expert, at a stormy meeting in which blows were struck and police summoned.

Members assembled at a meeting called by a friend of Major Douglas to welcome George Powell, and to "acclaim" publicly the Saskatchewan election result as an unprecedented triumph for Social Credit.

The meeting did not hear Mr. Powell, Major Douglas' representative to Alberta, as an uproar broke out and John Hargrave, national leader, in vigorous tones declared the party renounced Major Douglas' political leadership because "it no longer is possible for us to regard as for leadership a man who completely failed to seize the golden opportunity presented by the 1935 electoral victory in Alberta and now seems likely to make confusion worse confounded by childish, makeshift political tactics."

Mr. Hargrave said he took the opportunity to publicly repudiate any claim made by or on behalf of Major Douglas to the political leadership of the Social Credit movement and to denounce as futile, illusory and pernicious the Social Credit secretaries past and present political tactics."

He declared: "In the future the Social Credit party, under my direction, will take what political steps may be necessary to establish Social Credit in Great Britain without any reference to Major Douglas or his associations. We claim a free hand to proceed along" electric lines.

Under the heading "Would take this opportunity of urging every Social Credit organisation throughout the world to follow our fighting lead and shun the gradualist tactics and strategy proposed by Major Douglas."

Earthquake Shakes Greece

Buildings Fell And Many Persons Killed And Injured

Athens.—The strongest earthquake felt in this country in modern times scattered death and ruin through ancient Greece.

A tentative casualty list based on fragmentary reports from the stricken areas showed 20 persons killed and at least 100 injured.

The island of Eubaea, north of Athens, suffered most heavily, as the quake centred there. In at least two villages nearly every house was shaken down. Reports said the shocks caused fissures into which small buildings fell.

The government hurried relief by trucks and railways to the stricken communities. Officials said it was impossible to estimate the material damage.

The quake was so severe in Athens that it put seismographs out of commission but the city suffered no serious damage.

News Censorship

British Authorities Inaugurate New Policy in Palestine

Jerusalem.—British authorities announced the inauguration of censorship on all newspapers cables from the Holy Land. Cables will be censored between 8 a.m. and 11 p.m. and no despatches will be allowed between 11 p.m. and 8 a.m.

The curfew which authorities imposed on the Holy Land, April-July, disorders was lifted because there had been no new incidents. Raids were made in search of hidden arms in the old and new city.

A United Canada

Is Aim Of Youth Congress States Financial Chairman

Vancouver.—Canada's Youth congress is endeavouring to unify Canada through its young people, according to Margaret Eddy, financial chairman of the congress, who was here on a visit from Toronto.

"We must understand the motives and objectives of the Youth congress," she told interviewers. "Our main objective is to make Canada a united nation from shore to shore."

Lord Tweedsmuir's Advice

Edinburgh.—A warning against the "service-station" conception of a university which lends a man into a profession without teaching him to think was given by Lord Tweedsmuir, Canada's governor-general, following his installation as chancellor of Edinburgh University.

British Pilot Killed

London.—Sergeant Maurice Reginald Kennedy, of the Royal Air Force, was killed when his Hawker Hurricane pursuit plane cracked at Hillingdon, Middlesex.

Still In Dry Belt

District In Alberta Has Had No Rain This Year

Calgary.—Unusual for the year 1938, this district has been found in southeast Alberta where not a drop of rain has fallen. It is a distance of 150 miles southwest of Calgary.

On an inspection trip of southern Alberta, Inspector H. D. R. Stewart of the Calgary branch, postal services, "discovered" the strip, 10 miles long and five miles wide. All around it abundant rains have fallen and the crops are generally good.

But the "dry strip" is desolate, crops and grain alike withered, he said.

PEA FOR FIXED PRICE OF WHEAT HIGH AS POSSIBLE

Ottawa.—Western Canada now enjoys prospects of a widely distributed wheat crop of good volume for the first time since 1932. Premier John Bracken of Manitoba stated as he asked the Dominion government to fix the minimum price of wheat on a generous basis as possible.

The premier conferred with Hon. W. D. Euler, minister of trade and commerce and chairman of the cabinet wheat committee, on the price question and also asked that a price be fixed for Durum wheat and the spread between this variety and No. 1 Northern be kept as narrow as possible.

Under the wheat board act the government has the power to fix a minimum price which the wheat board will pay farmers on wheat delivered to the board. This is an initial price as the farmers also receive participation certificates entitling them to share in any profits made by the board.

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In a letter to Mr. Euler setting forth his views he recalled that the income from wheat derived on the prairies in each of the last six years was about \$200,000,000 below the average return in the period from 1926 to 1930. This was due to low yields and low prices.

Because of poor yields, improved prices since 1933 meant little in the prairies, he said, so far as the farmers were concerned.

"It now appears," Mr. Bracken said, "that the volume of wheat production in western Canada will be sufficient to materially improve the employment situation, not only in the west, but also in eastern Canada through increased tonnage for our railroads and increased business for all those affected by the western wheat crop."

The Dominion government itself will be materially assisted in that wheat production in the prairie provinces this year will undoubtedly result in a fairly large reduction in federal expenditures on unemployment and drought relief and greatly increase the earnings of the Canadian National Railway for whose deficits the Dominion government is responsible.

"May I suggest that the Dominion government keep this fact in mind when considering the fixed price for the 1938 crop in order to give the greatest possible assistance to the farmers of western Canada who have kept the wheat industry, a great national asset, intact during eight of the most difficult years in Canada's history?"

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Didja hear anyone praying for Ab-
erhart's return from Vancouver?

Pincher Creek's annual sports and
race meet will take place on Wednes-
day, August 10th.

Television may become a wonder-
ful thing, but it will never replace
the old-fashioned keyhole.—Ex.

Mrs. E. Russell was down from
Calgary over the week end on a visit
to her mother, Mrs. Gibeau.

Mrs. Joe Mission and children and
Mrs. Byia and children are spending the
week camping at Waterton.

Mrs. W. A. Vaughn and her daughter,
Mrs. Arthur Blake, and Bobby
left Sunday to camp at Waterton
for a week.

Jack Morton, Gleichen horseman,
died in a Calgary hospital from in-
juries sustained in a chuckwagon ac-
cident at the Calgary Stampede.

The Creston Review remarks: "An-
other new provision in the federal
election act makes it illegal for a
candidate to sign or pledge to fol-
low a particular course, or to promise
to resign his or her seat if called
upon to do so by any person or as-
sociation. What prompted the gov-
ernment to insert this latter provi-
sion is stated to be the prevention of
members becoming mere 'delegates'
of party groups, but to the man on
the street it looks like a 'slam' at
our Social Credit friends in Alberta." —Ex.

Cats in Vulcan are bailed by law;
Some cats in Coleman are bailed by
goat!

Several Coleman young ladies are
anxious to become queens, and have
entered the Elks' carnival contest.

Mr. and Mrs. C. J. Tompkins and
daughter Frances are holidaying in
the Nelson district.

Ninety-nine degrees of heat in the
shade at Lethbridge on Friday night
last just made folks shiver.

A brand new daughter was born in
Calgary the early part of the week
to Mr. and Mrs. R. C. Old, of Blair-
more.

The secret is out. Bill is sure the
depression started the day he elbowed
on the water wagon, and that he
was the sole cause.

A Chicago woman announces the
loss of her pet skunk. Well, we have
seen many of these lately—but they're
anything but desirable pets.

Joe Unwin, Social Credit member
of the Alberta legislature for Edson,
told an Ontario bunch that he feared
this world was going to smash.

It must have been political plat-
form throat from which Mr. Ab-
erhart was suffering, and not radio
broadcasting throat, as he went the
full distance Sunday over the "Cal-
thetic" Bible Institute mike at Cal-
gary.—Ex.

Local and General Items

The Editor will be pleased to receive items for this section, regarding
visitors entertained, parties leaving for holidays or short trips, bridge
parties, teas, etc. Please items in to 11 or hand them in at The Enterprise
office no later than Wednesday evenings.

Golfing is not a criminal offence in
Hawaii.

Our boy is the guy who stole a
wrist watch on Saturday last will
never be happy with it.

Mrs. T. McKay left on Sunday to
join her husband at Creston, where
they will make their future home.

Joe, Bill, Dave and Steve left by
auto Saturday morning for Cayley.
They had heard of a nudist being
around there.

The Enterprise was quoted in no
less than 72 Canadian papers be-
tween January 1st and May 31st of
this year.

The coal output for British Colum-
bia for the month of June was down
some 26,000 tons below the output for
June of last year.

Dr. and Mrs. R. K. Lillie and
daughter are away on annual holiday,
their motor trip taking them to Pen-
tiction and Okanagan points, via Crest-
on.

Thompson's Annual Summer Sale
is offering a special in Ladies' and
Children's "Kedettes," the cool sum-
mer footwear, in dainty styles. Get
yours while the sale lasts.

A horse belonging to John Elves of
Cayley, recently shed its coat. The
case is baffling veterinary sur-
geons. The animal is absolutely
hairless, and may be allowed to join
some nudist colony.

Warren Ayers, of Black Diamond,
with his young son and daughter,
were visitors to old friends in Blair-
more over the week end. On Mon-
day they continued west to visit relatives
at Wardner.

Coleman miners have voted favor-
ably upon the proposition to erect a
new surgery in connection with the
Coleman miners' hospital. Residence
property of Dr. Borden has been
purchased and will be remodelled for
the purpose.

W. L. Taylor, of Leduc, has been
appointed to succeed Charles W. Mac-
Kinnon as C.P.R. agent at Coleman,
and will commence his new duties on
Tuesday next. Mr. MacKinnon was
recently transferred from Coleman to
Maple Creek, Saskatchewan.

Mr. and Mrs. J. B. Harmer and
Berta, Mrs. Decoux, junior, and Mrs.
J. Howe were visitors to Lethbridge
the early part of the week. Berta is
staying in Lethbridge for a short
holiday with her sister, Mrs. W. Peter-
ter, the rest returning home on Wed-
nesday.

Police officials at Cranbrook in-
mate that bicycle riders who ride on
the sidewalks, run recklessly from
side to side of the streets, carry pass-
engers on handle bars and fail to
display lights at night, need not ex-
pect leniency if the practices con-
tinue. Violators will be prosecuted
without further warning.

Dr. Sterling Roy McGregor died
suddenly at Drumheller last week
from a heart attack. He had just
returned from New York, where he
had taken a postgraduate course, re-
turning via Vancouver, where he met
Mrs. McGregor at a family reunion.
He was but forty-eight years of age,
and for the past seven years had
been associated with Dr. T. R. Ross.

Blairmore was just about deserted
by young people on Sunday last,
when close on two hundred of them
joined the Sports Association excursion
to Waterton Park. Children 14 and
under found transportation facil-
ties awaiting them, and on their re-
turn at night reported having had
a most enjoyable time, despite cool
weather. His Worship Mayor Wil-
liams and Chief Goddard accompa-
nied the party.

Sidney B. Woods, K.C., first deputy
attorney-general of Alberta, died at
Kelowna, B.C., on Friday last, fol-
lowing a heart attack.

Unless you're a Social Crediter,
working for the present Alberta gov-
ernment could be considered a han-
dalous occupation.

Fire destroyed pier "D" and ramp
at the C.P.R. terminal, Vancouver,
on Wednesday. Damage is roughly
estimated at \$1,000,000.

Referring to juvenile delinquency,
a speaker in Calgary said: "A little
more attention to the high chair
would bring less need for the elec-
tric chair."

The eighteen-year-old son of Mr.
Dore Peressini arrived from Italy by
Monday night's train. It's the boy's
first opportunity of meeting his fa-
ther. His mother resides in Italy.

Mrs. Frances McNeill, of Clares-
holme, was a visitor to Blairmore on
Friday last, accompanied by a party
of Claremontites. Mrs. McNeill will
be remembered as formerly in charge
of the local telephone exchange.

Premier Aberhart addressed a
gathering of school pupils in Van-
couver. His talk was not inter-
rupted.

William Irvine, of Edmonton, has
been re-elected president of the Co-
operative Commonwealth Clubs of
Alberta.

Mr. and Mrs. William Cole, senior,
left Bellevue Sunday last to return to
Victoria, after a couple of months' stay
in The Pass.

Dr. and Mrs. A. C. Cooper John-
son, Miss Betty and Master Alan, of
Calgary, are guests of Mrs. John-
son's sister, Mrs. Rollo Burns, at
Lundbreck.

DENTISTRY

R. K. Lillie, D.D.S., L.D.S.
Graduate N. U. D. S., Chicago

HOURS:

Calgary—Morning 9 to 12
Blairmore—Afternoon 1 to 6
Evenings by Appointment

PHONOS:

Both Offices 332 — Residence 332

AD (TOWARD) VERTO (TO DRAW)

Perhaps you, also, have been forced to arrive at a rather uncom-
fortable conclusion from the things you have been seeing and the
sounds you have been hearing recently . . . a conclusion that many
advertisers do not know—or know, do not remember—just what
that much misused and abused word ADVERTISING means.

Our dictionary tells us that Advertising is derived from the Latin
Ad (toward) and Verto (to draw). It means to DRAW-TOWARD.

Consequently, it is possible to attract the greatest number
of buyers toward a specific product by implication, guileless ballyhoo,
deceit, or quicksand reasoning? Can it be accomplished by tinging
language or by pictures of beautiful feminine limbs?

To draw toward is to do a job which can be done
well as demonstrated by the scattered few who are doing it. And
to do it is not complicated. It requires the certain knowledge of how
much ability the buyers can get from your product. It requires an
ability to give people this knowledge in a simple, truthful, interesting
manner . . . and the courage to keep telling until the stars fall.

This spread opens with the word "perhaps." With your permission
we shall end it the same way.

Perhaps it might be well for us to remember that the word Ad-
vertising does not mean cleverness, trickiness, sexology, wit, art nor
glorification. It means to draw toward.

t means to DRAW TOWARD

Mr. Local Business Man:

If you want to DRAW customers TOWARD your store you should
be a regular advertiser in

The Blairmore Enterprise

We are Westinghouse Dealers

CROWS' NEST PASS MOTORS

CHEVROLET and OLDSMOBILE DEALERS —

WESTINGHOUSE REFRIGERATORS

BLAIRMORE

Phone 105

See Our Range of Used Radios

A Big Bargain

We have completed arrangements with The Calgary

Herald, by which we are able to offer

THE CALGARY DAILY HERALD

AND

THE BLAIRMORE ENTERPRISE

Both for 1 Year \$8.60

To THE BLAIRMORE ENTERPRISE,

Blairmore, Alberta

I enclose herewith the sum of EIGHT DOLLARS and SIXTY
CENTS in payment of my subscription to The Calgary Daily Her-
ald and The Blairmore Enterprise, both for one year. The papers
are to be addressed as follows:

Subscriber's
NAME _____

ADDRESS _____

MAIL COUPON TODAY TO
THE BLAIRMORE ENTERPRISE
Blairmore, Alberta

FARM FOR SALE

284 Acres Land

14 Miles north of Cowley, 100 acres under cultivation.
River and creek. 4-Room house. Hip-roof barn. A bargain. \$6.00 per Acre.

APPLY to H. C. TRIST

LUNDBRECK ALBERTA

INTRODUCING OUR PRIZE PACKET the New Suit Samples

The Finest Collection of Harris, Mahony, and Canadian Tweeds; Fine West of England Worsteds and heavy dependable Imperial Serges at NEW LOW PRICES. And Remember—

UPTON- MEASURED SUITS FIT

J. E. UPTON - Merchant Tailor
Forty-Five Years in the Business.

BLAIRMORE ALBERTA

THE WORLD'S GOOD NEWS

will come to your home every day through

THE CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper

It records for you the world's clean, constructive doings. The Monitor
does not exploit crime or sensationalism; neither does it ignore them,
but it does expose them. For men and all the family,
including the Weekly Magazine Section.

The Christian Science Publishing Society
One, Norway Street, Boston, Massachusetts
Please enter my subscription to The Christian Science Monitor for
1 year \$6.00 6 months \$4.00 3 months \$2.00 1 month \$1.00
Weekly issue, including Magazine Section; 1 year \$2.00 6 months \$1.25

Name _____

Address _____

Sample Copy on Request

BUY MILK T.B. TESTED

with the added protection of

PASTEURIZATION

At No Extra Cost

TRY "MEDO-SWEET" PASTEURIZED MILK

Pasteurized Milk is On The Market

A REAL MARGIN OF SAFETY

Health officials are demanding the pasteurizing of milk. We are
now able to supply the needs of The Pass through our 100%
clean and sanitary equipment, and extend an invitation to all to

CALL AND INSPECT OUR PLANT

Medo-Sweet Dairy

Richards & Fisher, Proprietors

Phone 138m BELLEVUE Alberta